

ABSTRACT OF THE DISCLOSURE

An interactive program guide containing schedule data for multiple channels and advertising data is provided to viewers on a screen. The advertising may be related to the programs adjacent thereto in the guide and to time slots displayed on the screen. The advertising scrolls in various directions in response to the viewer's scrolling of the grid, but at a different pace and according to a different scheme than the scrolling of the schedule data itself. For example, the advertising may remain on the screen in a predetermined location while the viewer scrolls the schedule data, and then scroll off the screen to be replaced by new ads after a predetermined number of channels scroll off the screen, or on the basis of time slots and/or adjacent channels displayed on the screen. This provides for greater viewer attention to the advertising and for greater control by advertisers over the manner and length in which advertising is presented to viewers.